

<b>Notice of References Cited</b>	Application/Control No. 09/902,833	Applicant(s)/Patent Under Reexamination CALVERT ET AL.	
	Examiner Namrata Boveja	Art Unit 3622	Page 1 of 1

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-5,948,061	09-1999	Merriman et al.	709/219
	B	US-5,737,619	04-1998	Judson, David Hugh	715/500
	C	US-6,161,127	12-2000	Cezar et al.	709/203
	D	US-6,845,374	01-2005	Oliver et al.	707/5
	E	US-6,807,574	10-2004	Partovi et al.	709/224
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Frangos, Alex. E-Commerce (A Special Report): Overview — How it Works: The technology behind Web ads. April 23, 2001. The Wall Street Journal. Pg. R.12.
	V	Frook, John Evan. Search-engine advertising – Web marketing push. October 9, 1995. Pg. IA.11.
	W	
	X	

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.